What is claimed is:

1. In a distributed computing environment, a method for dynamically multicasting a message from a first entity to selected ones of a plurality of entities, comprising:

subscribing to a service interface by the certain of the plurality of entities;

publishing the message to the broker by the first entity;

determining the selected ones of the plurality of entities to receive the message by the broker; and

publishing the message to the selected ones of the plurality of entities based upon the determining by the broker.

2. A method as recited in claim 1, further comprising:

setting an expiration time for the published message;

if it is determined that none of the plurality of entities is to receive the message; then until the expiration time lapses,

retaining the published message in the broker;

determining if an appropriate one of the plurality of entities has subsequently subscribed to the service interface so as to be identified to receive the message; and

purging the message when the expiration period lapses

3. A method as recited in claim 1, further comprising:

receiving the message at each of the selected ones of the plurality of e-business entities;

reviewing the message at each of the selected ones of the plurality of e-business entities; and

determining if a response to the message is to be generated at each of the selected ones of the plurality of e-business entities based upon the reviewing .

4. A method as recited in claim 3, further comprising;

publishing the response to the service interface based upon the determining;

publishing the response to the broker by the service interface; and

publishing the response to the first e-business entity by the broker.

5. A method as recited in claim 4, wherein the responding ones of the plurality of e-business entities are each anonymous to the first e-business entity.

6. A method as recited in claim 3, further comprising:

publishing the response directly to the first e-business entity based upon the determining.

7. A method as recited in claim 6, wherein the responding ones of the plurality of e-business entities are each known to the first e-business entity.

8. A method as recited in claim 3, further comprising;

publishing the response to the service interface based upon the determining; and

publishing the response to the first e-business entity by the service interface.

9. A method as recited in claim 8, wherein the responding ones of the plurality of e-business entities are each known to the first e-business entity.

10. A method as recited in claim 1, wherein the message is a request for a quote (RFQ).

11. A method as recited in claim 1, wherein the response is a quote.

12. A method as recited in claim 1, wherein the first e-business entity is included in a first enterprise computer system and wherein at least one of the responding e-business entities is included in a second enterprise computing system.

13. A method as recited in claim 12, wherein the first and the second enterprise computing systems are different enterprise computing systems.

14. A method as recited in claim 12, wherein the first enterprise computing systems is an ebXML based enterprise computing system.

15 A method as recited in claim 12, wherein the second enterprise computing systems is an ebXML based enterprise computing system.

16. In a distributed computing environment, a system for dynamically multicasting a message from a first e-business entity to selected ones of a plurality of e-business entities, comprising:

a brokering service interface coupled to the plurality of e-business entities each of which subscribes to the service interface by providing information specific to each of the plurality of e-business entities subscribing to the service interface wherein the service interface information is associated with a list of subscribing e-business entities and associated subscribing e-business information; and

a broker with access to a service interface wherein the message is published to the broker by the first e-business entity which in turn looks up service interface description as well as subscriptions associated with said service interface, and wherein the service interface multicasts the message to the selected ones of the plurality of e-business entities based upon the information specific to each of the plurality of e-business entities subscribing to the service interface.

17. A system as recited in claim 16, wherein when the message is received at each of the selected ones of the plurality of e-business entities the message is reviewed the message at each of the selected ones of the plurality of e-business entities and, based upon the review, a determination is made whether or not a response to the message is to be generated at each of the selected ones of the plurality of e-business entities.

18. A system as recited in claim 17, wherein, based upon the determining, the response is published to the service interface, wherein the service interface publishes the response to the broker, and wherein the broker publishes the response to the first e-business entity.

19. A system as recited in claim 16, wherein the message is a request for a quote (RFQ).

20. A system as recited in claim 16, wherein the response is a quote.

21. A system as recited in claim 16 wherein the message is retained in the broker until a message expiration period lapses